

MAIL TO:
Office of the Attorney General
Registry of Charitable Trusts
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<http://ag.ca.gov/charities/>

COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES

ANNUAL FINANCIAL REPORT FOR 2004

(California Government Code Section 12588)

Failure to file annual financial report by January 30th annually for each calendar year of solicitation may result in late fees as defined in Government Code Section 12586.1

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.



109-15

Name and Address of Commercial Fundraiser:

109

Name and Address of Charitable Organization:

CT No. 42293

F.E.I.N. No.

Mothers Against Drunk Driving (Residential)

Name of charity

511 E. John Carpenter Freeway, Suite 700

Address of charity

Irving

TX

75062

City, State, and ZIP code of charity

The Heritage Company, Inc.

Name of commercial fundraiser

2402 Wildwood Avenue

Address of commercial fundraiser

Sherwood

AR

72120

City, State, and ZIP Code

Figures from (check one):

National Campaign ☐

California Campaign ☒

Telemarketing

held (on) (from)

1/1

20 04

to

6/30

20 04

(Type of activity)

(Date or dates must be shown)

Is the contract between the commercial fundraiser and charity based upon a fee or percentage of revenue? Fee ☒ Percentage ☐ Other ☐

If other, provide brief explanation

1. REVENUE

A. Cash contributions

\$228,920.77

A.

B. Entertainment sales or admission charges

B.

C. Sales from products

C.

D. Advertisement sales

D.

E. Membership fees

E.

F. Other sources: (Specify)

a. _____

Fa.

b. _____

Fb.

c. _____

Fc.

d. _____

Fd.

G. TOTAL REVENUE

\$228,920.77

G. ✓

2. EXPENSES

A. Fees or commissions

See attached itemization

A.

B. Salaries

B.

C. Payroll taxes

C.

D. Employee benefits

D.

E. Cost of merchandise for resale

E.

F. Cost of entertainment

F.

G. Postage

G.

H. Advertising

H.

I. Telephone

I.

J. Rental of equipment

J.

K. Facilities charge

K.

L. Permits

L.

M. Other expenses: (Specify)

a. _____

Ma.

b. _____

Mb.

c. _____

Mc.

d. _____

Md.

N. TOTAL EXPENSES

\$120,532.88

N.

RECEIVED

MAR 14 2005

Attorney General's
Registry of Charitable Trusts

**COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES
ANNUAL FINANCIAL REPORT FOR 20**

(California Government Code Section 12599)

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3. Amount to charity (subtract line 2N from line 1G) \$108,387.89 3.
4. Less additional fundraising expenses paid by charity including fee paid to commercial fundraiser (to be completed by charity) \$0.00 4.
5. Less fair market value of goods and/or services used for the event which were paid by sponsor(s) \$0.00 5.
6. Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3) \$108,387.99 6. ✓

7. (a) Does any officer, director, partner or owner of the commercial fundraiser have any affiliation with or control over, directly or indirectly, the charitable organization for which the commercial fundraiser has contracted to solicit?

☐ Yes ☒ No If "yes" complete the following:

Name of officer, director, partner or owner of commercial fundraiser	Name and address of charitable organization	Relationship of officer, etc. to charitable organization
See attached list of officers and directors		

- (b) For each affiliation identified in 7(a), attach copy of the contract between the commercial fundraiser and the charity.

Under penalties of perjury, I declare that I have examined this report, including accompanying documents, schedules and statements, and to the best of my knowledge and belief, it is true, correct and complete.

Signature of authorized officer (commercial fundraiser)

Printed name

Title

Date

Glenda Keenihan Secretary/Treasurer 2/18/05

This report must be signed by two officers or directors of the charitable organization for verification.

Signature of authorized officer/director (charity)

Printed name

Title

Date

Michelle Smallwood

CFO

2-24-05

Signature of authorized officer/director (charity)

Printed name

Title

Date

Kyle Ward

Asst. Secretary 4/28/05

CAMPAIGN FINANCIAL REPORT

THE HERITAGE COMPANY

(Name of Professional Solicitor)

(Registration Number)

MOTHERS AGAINST DRUNK DRIVING - CALIFORNIA (Residential)

(Name of Charitable Organization or Sponsor)

For the period beginning 01/01/04 through 06/30/04

GROSS REVENUE

228,920.77

EXPENSES

SALARIES, WAGES, COMMISSIONS

52,811.50

PROMOTIONAL FEES

7,114.75

POSTAGE

2,865.00

TELEPHONE

39,202.75

RENT

15,089.00

SUPPLIES

1,623.50

LICENSES, PERMITS

2,674.00

ADVERTISING

3,342.50

ACCOUNTING/DATA PROCESSING

18,813.50

LIST PREPARATION

1,480.25

OTHER:

TOTAL EXPENSES

145,016.75

63.35%

Net Proceeds

83,904.02

36.65%

Amount Retained by Charitable Organization or Sponsor

108,387.89

47.35%

Percentage of Funds Received by Charitable Organization or Sponsor

47.35%

(Amount Retained by the Charitable Organization or Sponsor divided
by Gross Revenue)

Net Income/Loss (-) to THC

-24,483.87

-10.70%

(pending ongoing collections & reconciliations)